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**USIA SURVEY**

**Memorandum of Meeting of 28 May 1954  
1778 Pennsylvania Avenue at 9:30 a.m.**

**Member of Survey:** Mr. James Q. Reber, CIA

**Observers:** **USIA** Mrs. Emily Krueger, Officer in Charge  
of Research, New Delhi, USIS  
Mr. Anthony Micocci, Evaluation Staff  
Mr. Louis Olem, CPI

1. Mrs. Krueger explained that through her research activities in India there had been several reports (though this is not meant to be a comprehensive list):

a. A debunking of the stereotype that Eastern people won't talk. Personal interviews with 95% of the Indian people returning from USIE programs exposed criticism of their experience in the conduct of the USIE program.

b. Interviewing through panels with regard to movies was very useful. As a result of their study movies were cut back by 25%.

Mrs. Krueger pointed out that in India interviews and other tests of audience reaction must be confined to those things that relate to the output of USIA, such as VOA programs and USIA pamphlets.

2. Mrs. Krueger emphasized that they know little about labor and women as audiences.

3. Research in the public opinion field is increasingly of interest to the government and the universities. The suggestion was made that such research by private outfits from the United

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States might be facilitated if there was a joint Indian-U. S. research clearing house. Mrs. Krueger referred to the value which might come from a briefing by intelligence of Americans going out to India on cultural exchanges or for TCA. She encouraged debriefing of TCA personnel upon their return particularly, because they are living in and become familiar with areas of India not touched by Embassy personnel.

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